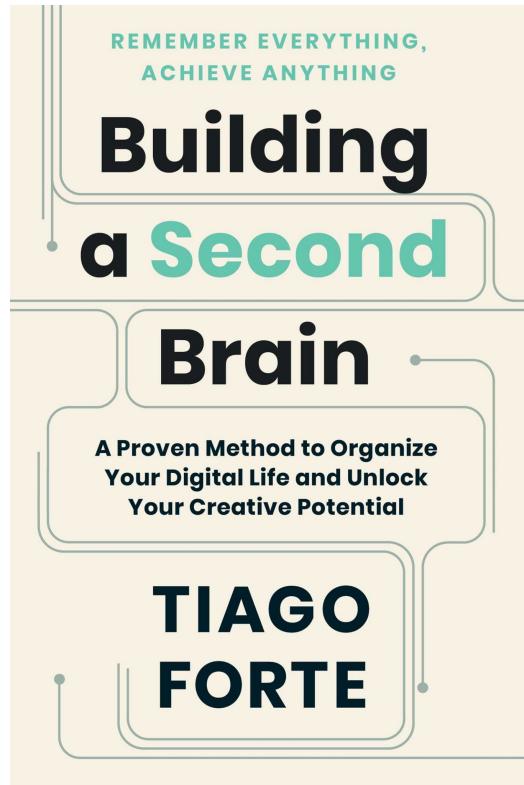




Building A Second Brain

Remember Everything, Achieve Anything



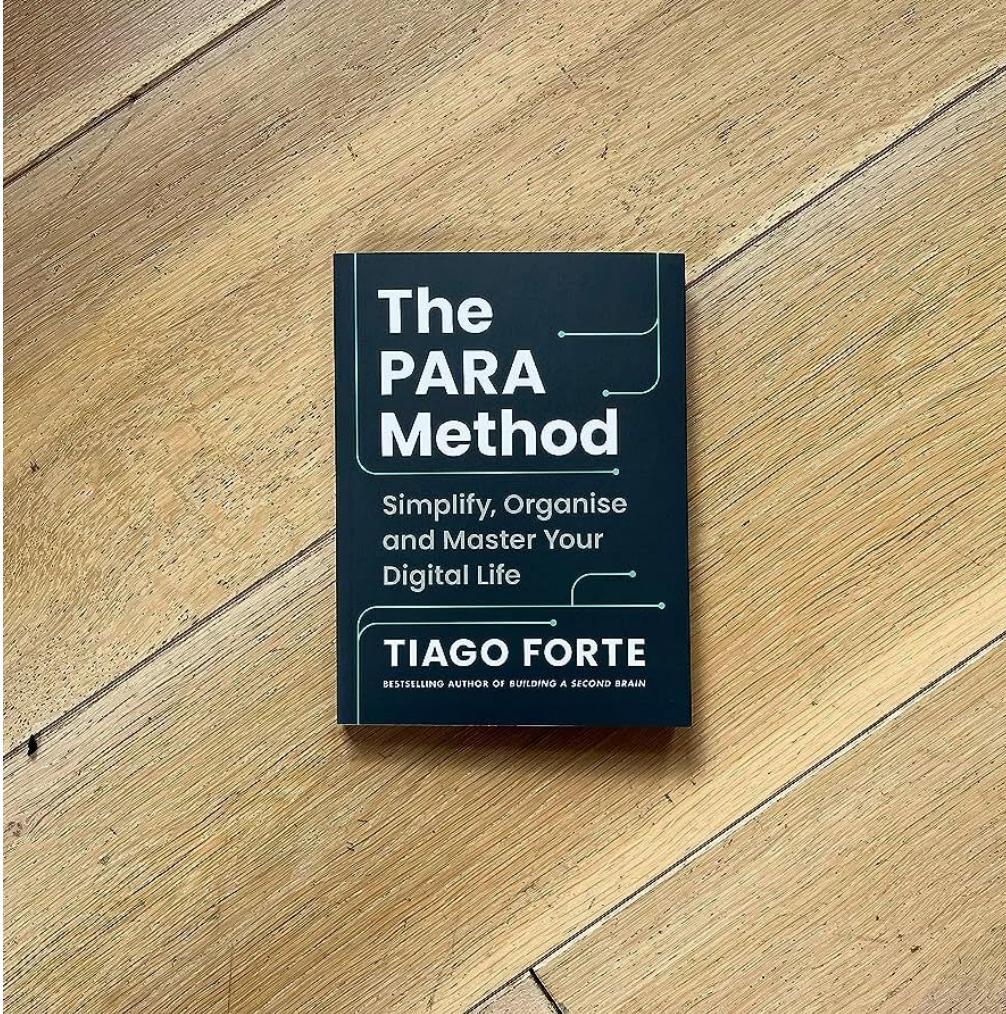
Tiago Forte

The PARA Method

Simplify, Organise
and Master Your
Digital Life

TIAGO FORTE

BESTSELLING AUTHOR OF BUILDING A SECOND BRAIN



Building a Second Brain Foundation

Build Your Second Brain On Your Own Time & At Your Own Pace

Join our updated self-paced course and learn how to consistently turn the information you consume into creative output and concrete results.

Your order



BASB Foundation

[View details](#)

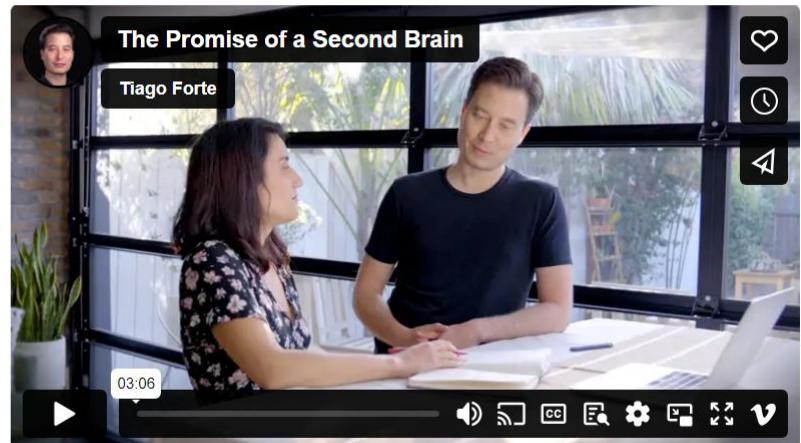
\$499.00

Subtotal

\$499.00

Amount due now

USD **\$499.00**





Space Era



TIME
IS
PRECIOUS

Time Era



Attention Era



Perspective Era



The Moment

Understanding what's possible

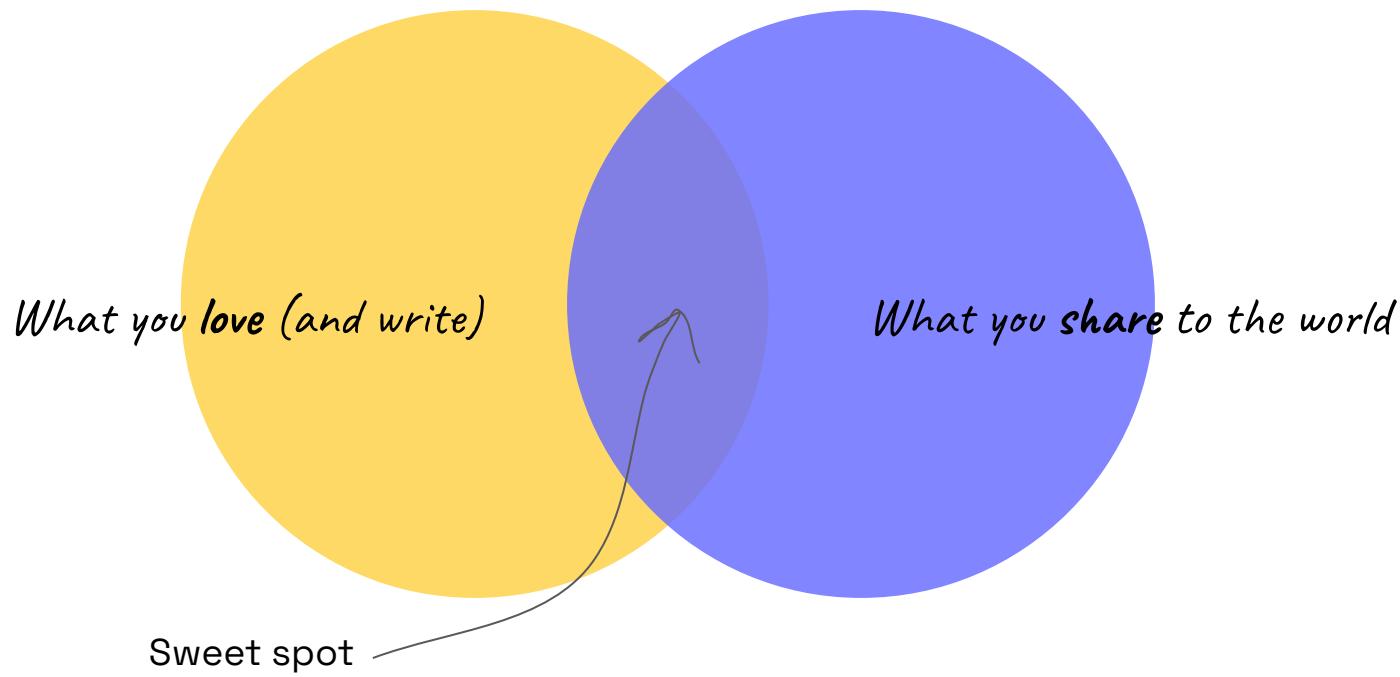




The power of **writing** things down

+ The power of **sharing**







The Foundation

Meet the second brain



Getting Things Done
the art of stress-free
productivity
from the New York Times bestselling author
David Allen



You mind is for having
ideas, not holding them.

David Allen, Getting Things Done



**More than half the workforce
today can be considered
“knowledge workers”**

Tiago Forte

26%

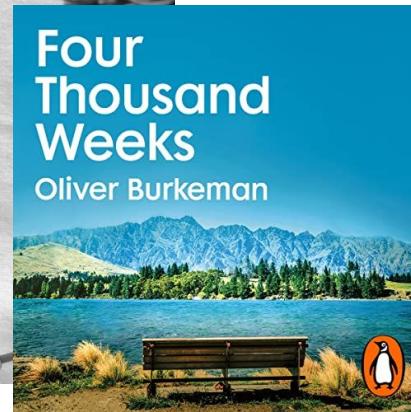
Time spent looking for and consolidating information spread across a variety of systems

56%

Are able to find the information required to do their jobs

My Promise

You will **stop wasting time**
looking for information.





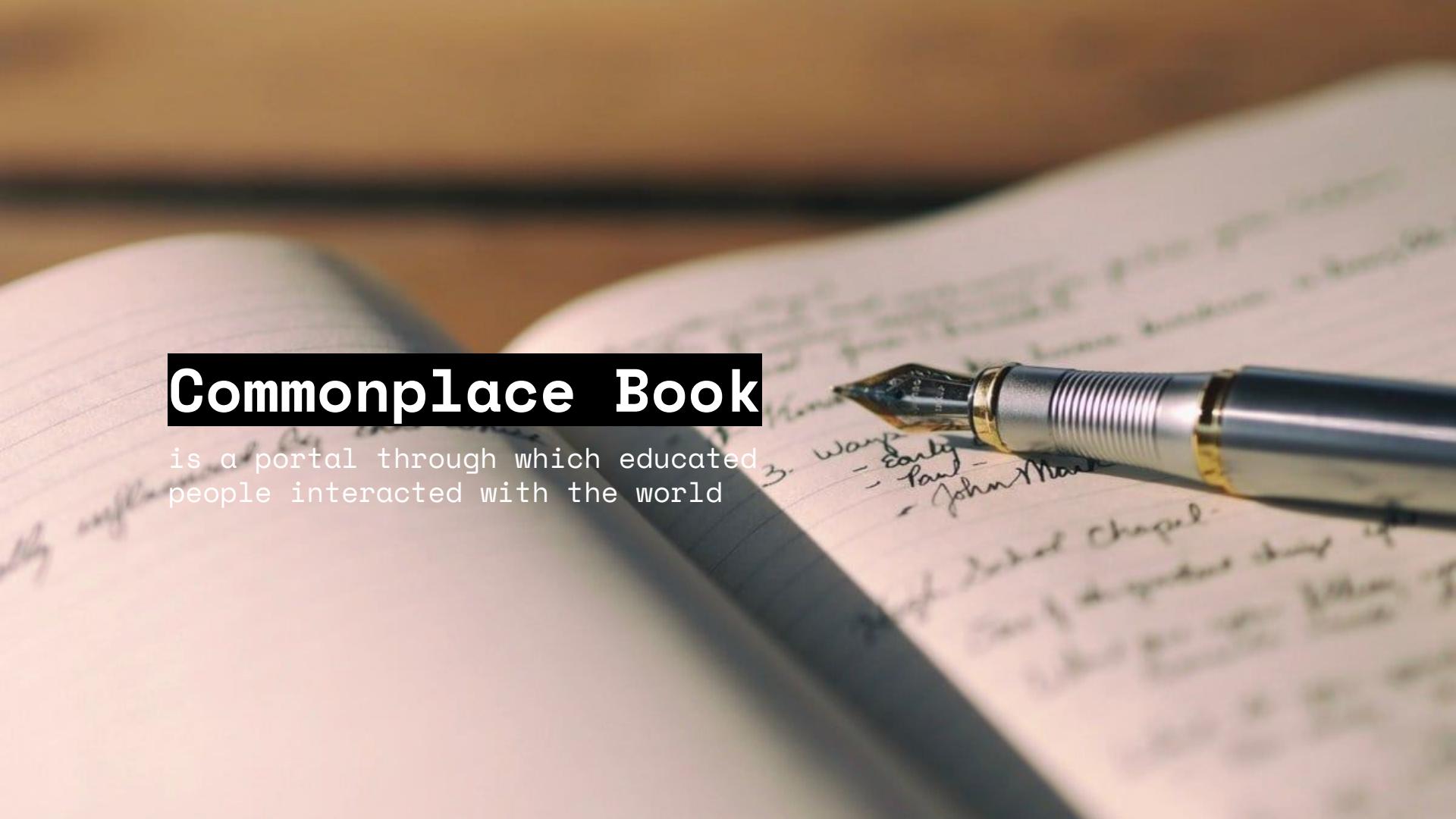
What is Second Brain?

Information is the fundamental building block
of everything you do



Commonplace Book

is a portal through which educated people interacted with the world



Digital Commonplace Book

Is what [Tiago] call a second brain. Think of it as the combination of a study notebook, a personal journal and a sketchbook for new ideas.





Rethinking Notetaking: Notes as Knowledge Building **Blocks**

Tiago Forte

Note is a piece of content that

- Interpreted through **your lens**
- Curated according to **your taste**
- Translated into **your own words**
- Drawn from **your life experience**
- Stored in **a secure place**



Second Brain

A thinking tool + production system

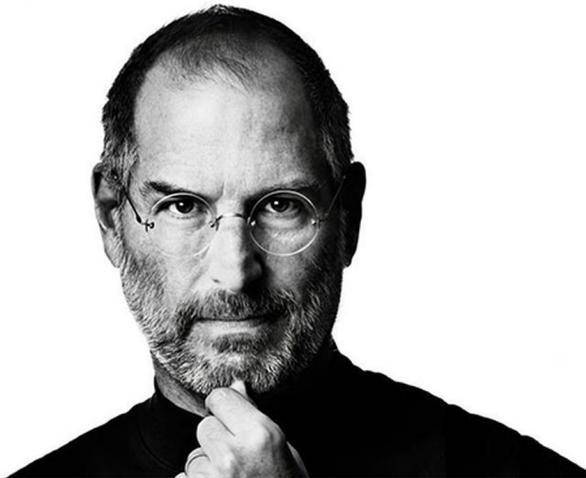
The Superpower of Second Brain

- Making our ideas concrete
- Revealing new associations between ideas
- Incubating our ideas over time
- Sharpening our unique perspectives

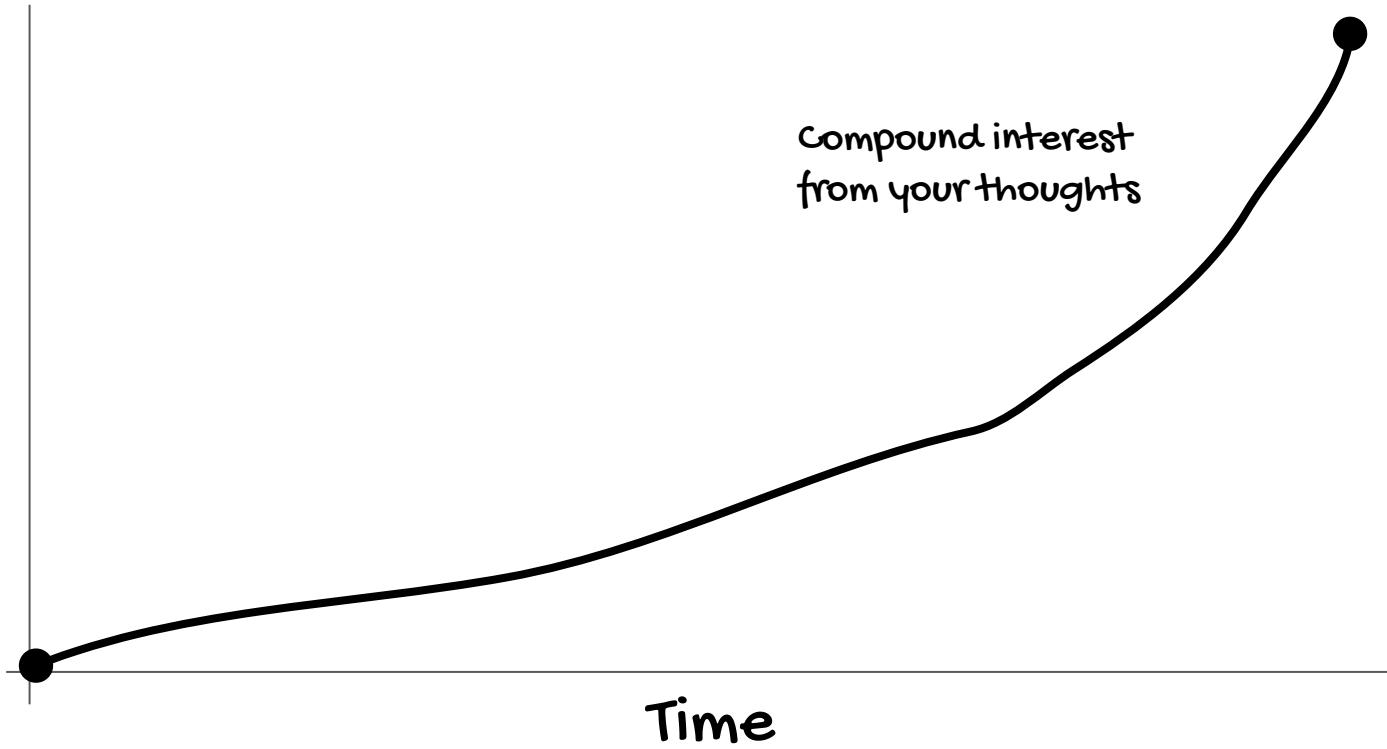


Connect the dots backwards
(Only if you can remember the dots)

Steve Jobs



knowledge



The Neural Center of Your Second Brain



Stages of PKM

Personal Knowledge Management

Remembering



Connecting



Creating

The CODE method

Remembering what matters

Capture

Keep what
resonates



Organize

Save for
actionability



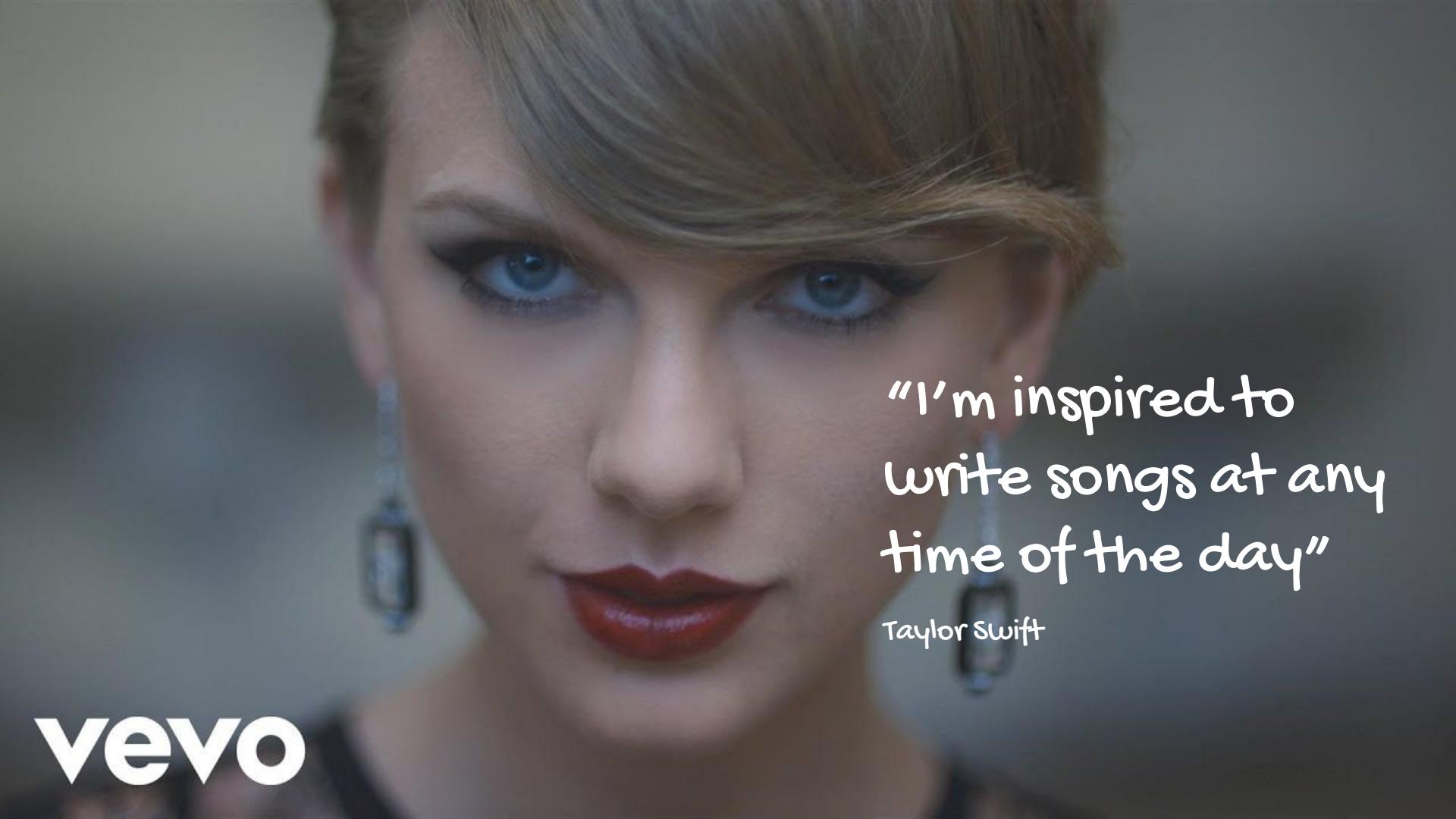
Distill

Find the
essence



Express

Show your
work

A close-up, slightly blurred portrait of Taylor Swift's face. She has her signature blonde hair styled in a messy, layered cut. Her eyes are a striking blue, looking directly at the viewer with a soft expression. She is wearing dark red, glossy lipstick. A silver chain necklace with a large, rectangular, translucent pendant hangs around her neck. The background is a neutral, muted grey.

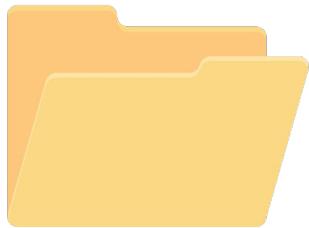
"I'm inspired to
write songs at any
time of the day"

Taylor Swift

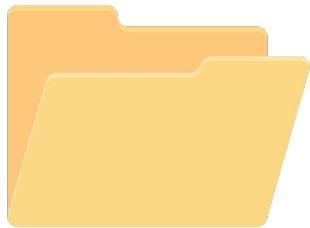


**Choose to consume information
that adds value to our lives
and let go of the rest.**

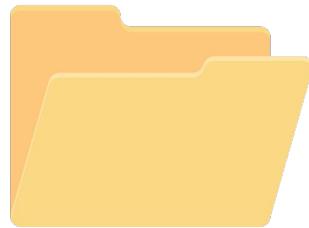
Tiago Forte



Marketing



Philosophy



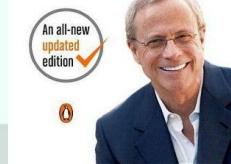
Data Science

“



Instead of organizing information according to
broad subjects like in school, I advise you to
organize it according to the projects and goals
you are committed to right now.

Getting Things Done
the art of stress-free
productivity
from the New York Times bestselling author
David Allen



Highlighted by 463 Kindle readers



**Organize your note for action,
asking “How is this going to
help me move forward”**

Tiago Forte



You now



"How can I make this as useful as
possible for my future self?"



You in the future



**Every note is seed to new
idea. Distill your notes down
to their essence.**

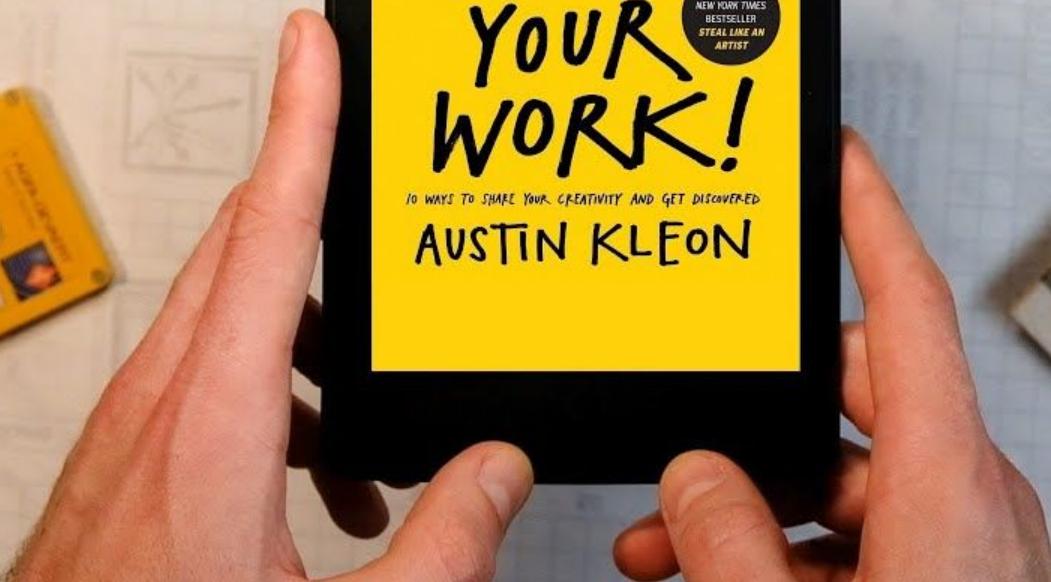
Tiago Forte

SHOW YOUR WORK!

10 WAYS TO SHARE YOUR CREATIVITY AND GET DISCOVERED

AUSTIN KLEON

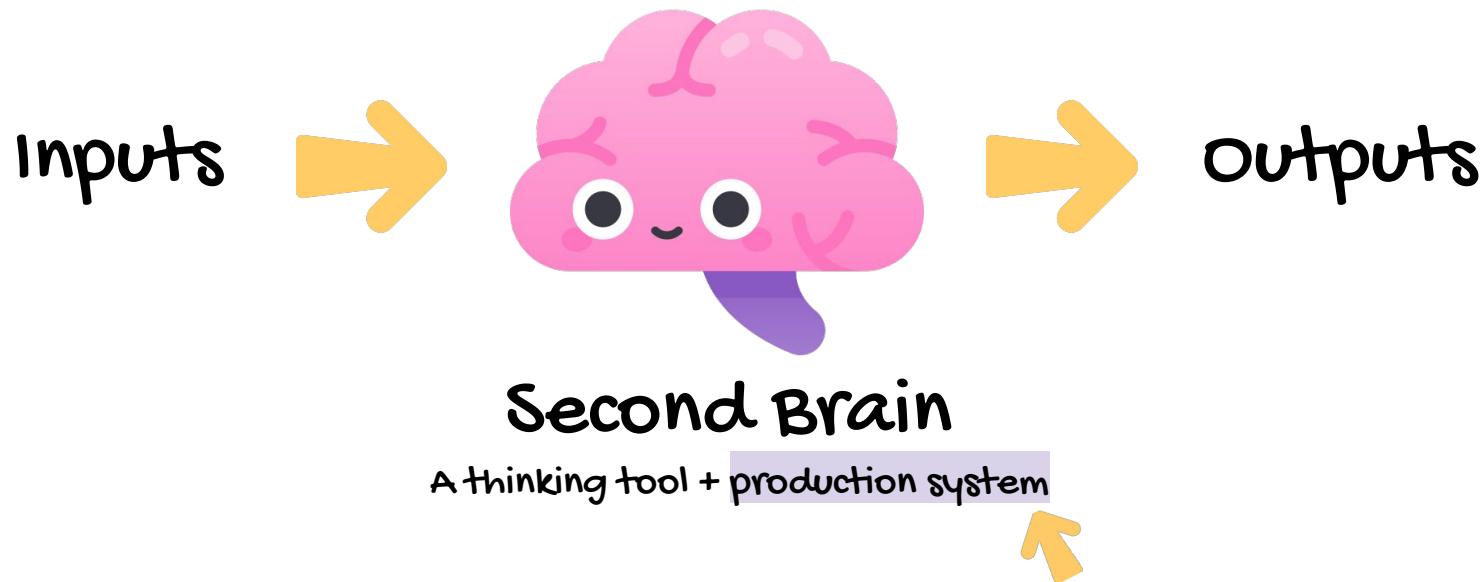
From the
author of the
NEW YORK TIMES
BESTSELLER
*STEAL LIKE AN
ARTIST*





**Shift as much of your time and
effort as possible from
consuming to creating.**

Tiago Forte



**At some point, you have to stop
collecting new things.**

**And start compressing your
ideas down into a usable form.**



The Method

The four steps of CODE



The CODE method

Remembering what matters

Capture

Keep what
resonates



Organize

Save for
actionability



Distill

Find the
essence



Express

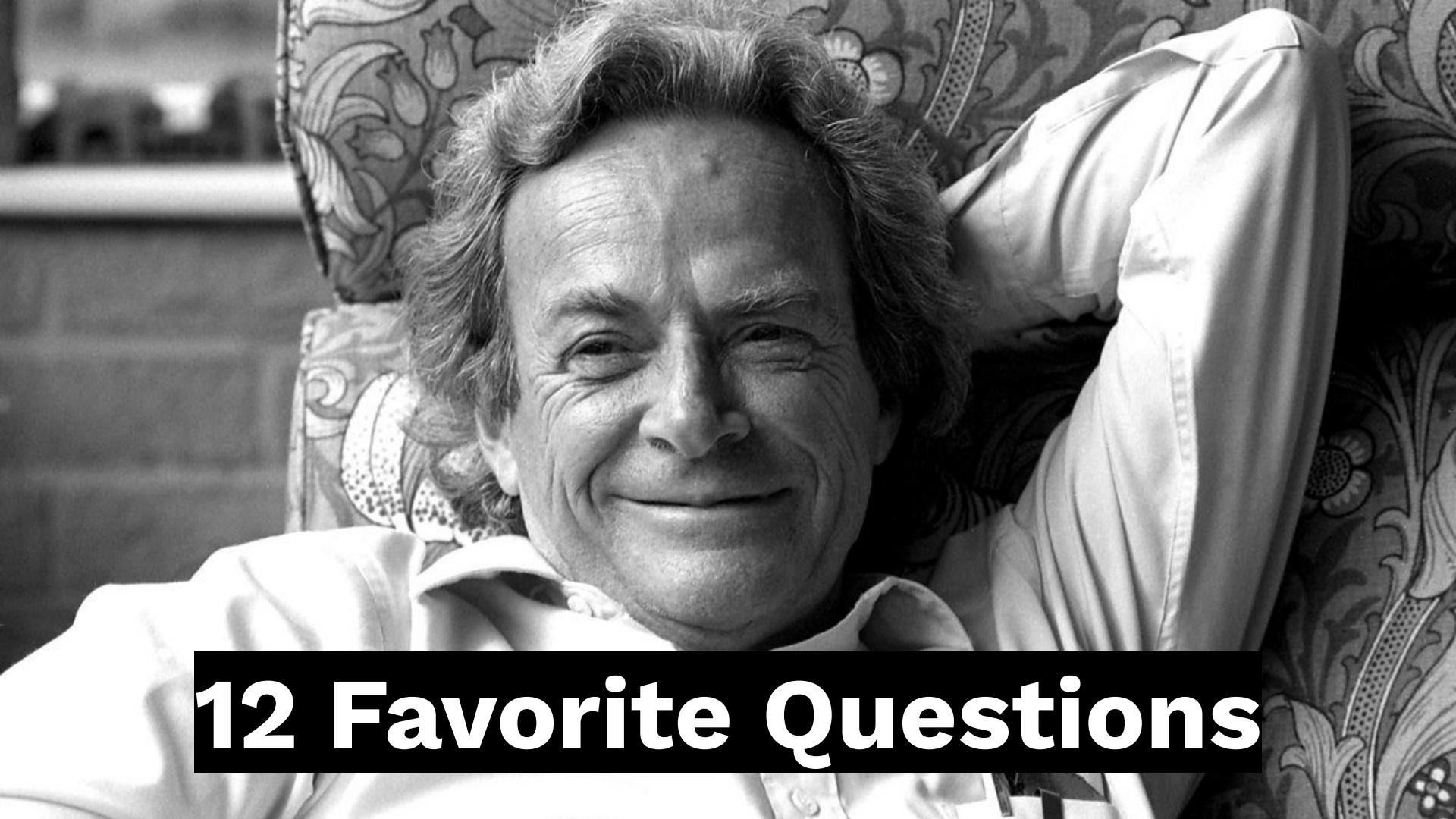
Show your
work



Capture

what resonates





12 Favorite Questions

External

- Highlights
- Quotes
- Bookmarks & Favorites
- Voice memos
- Meeting notes
- Images
- Takeaways

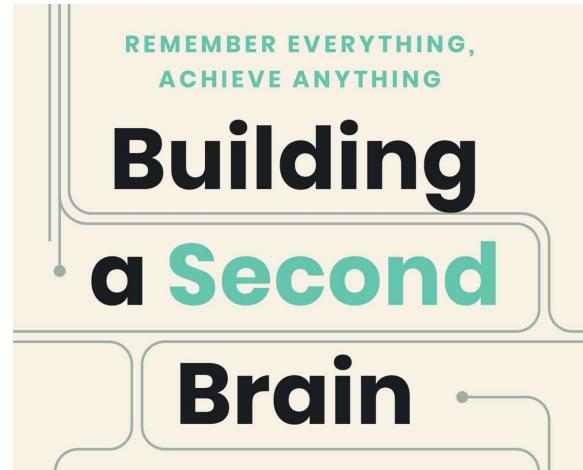
Internal

- Stories
- Insights
- Memories
- Reflections
- Musings (Random Ideas)



In any piece of content,
the value is not evenly
distributed.

Tiago Forte



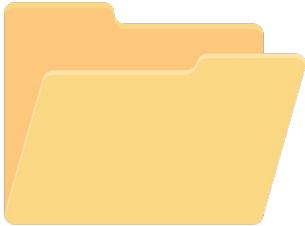


Organize

for Action

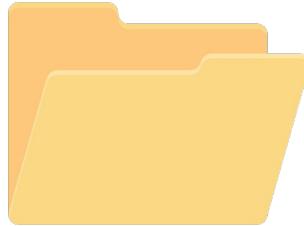


Project



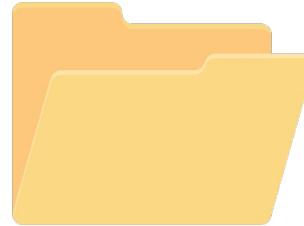
Short-term
efforts in your
work or life

Area



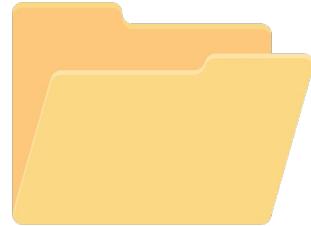
Long-term
responsibilities
you want to
manage over time

Resource



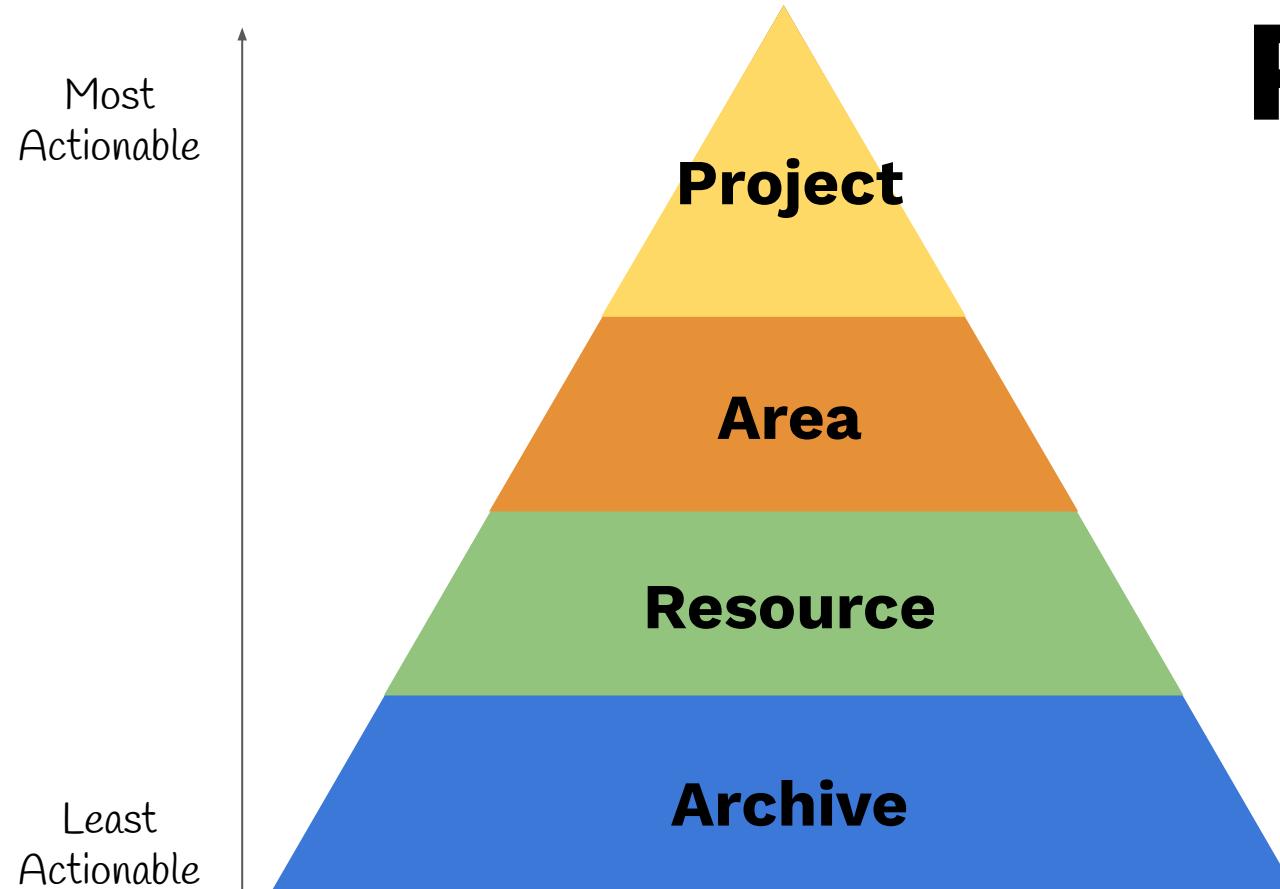
Topics or
interests that
may be useful
in the future

Archive



Inactive items
from the other
three
categories

P.A.R.A



Projects: A Goal with a **Deadline**

How to mark it complete?

A timeframe to get it done



A Humble Guide to Data
Science



Website about
One Person Business Model



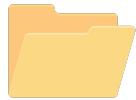
Data Science Bootcamp
Batch 7



Building Home

Areas: A Standard to **Maintain over Time**

An indefinite end date



Generalist



Growth Hacking



Data Literacy



Health and Exercise

Project vs. Area

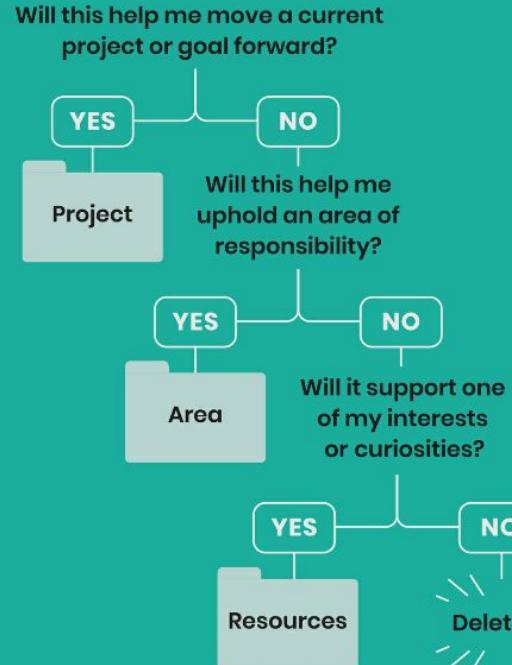
- Project has goal and deadline
- Area has no deadline, and infinite end date

Area vs. Resource

- Depends on your relationship with the information
- Area is private
- Resource can be shared

Where to put a piece of information?

Follow this flowchart to find where best to store it.



Source: Tiago Forte (2023)



Organizing Information like a Kitchen



Project

Archive

Fridge, you want
to check more
often

Area



Resource

Available to
use, but out of
sight in the
meantime





**Keep information flowing.
PARA is a dynamic system that
grows with you**

Tiago Forte

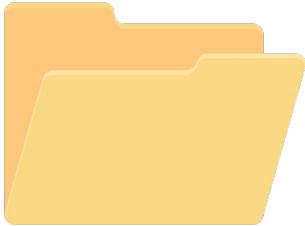




You'll always need to use
multiple platforms to move your
projects forward. No single
platform can do everything.

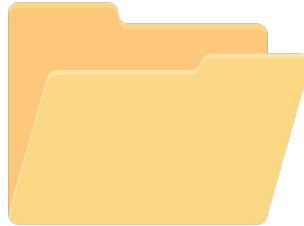
Tiago Forte

Project



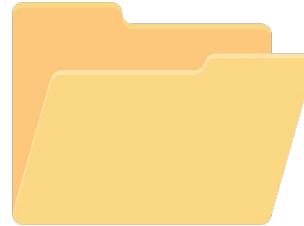
Short-term
efforts in your
work or life

Area



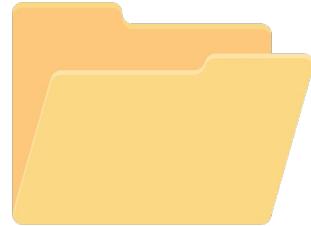
Long-term
responsibilities
you want to
manage over time

Resource



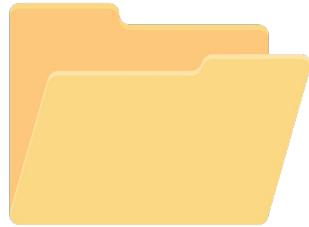
Topics or
interests that
may be useful
in the future

Archive

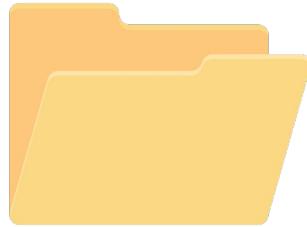


Inactive items
from the other
three
categories

Hot



Cold



**Don't force your life
into a system.**

**Adapt system to
fit your life.**



Distill

find the essence





**One of the greatest
critical and
commercial successes
in filmmaking history.**

PARAMOUNT PICTURES PRESENT THE GODFATHER AN ALBERT S. RODDY PRODUCTION STARRING MARLON BRANDO MELISSA VINCENT JAMES CAAN ROBERT DUVALL STEPHEN RAYMOND JOHN MARLEY RICHARD CUNNINGHAM

PRODUCED BY ALBERT S. RODDY DIRECTOR FRANCIS FORD COPPOLA SCREENPLAY BY FRANCIS FORD COPPOLA BASED ON MARIO PULCI'S NOVEL THE GODFATHER MUSIC SCORE BY NINO ROTA EDITOR TECNICOLOR A PARAMOUNT PICTURE

Shorten!

↑ important!
by 1955

THE GODFATHER • 364

do that. Now here's something I'll true you wish and I don't want you to repeat it even to your father. If everything goes right, the Corleone Family will be completely legitimate in about five years. Some very tricky things have to be done to make that possible. That's when you may become a wealthy widow. Now what do I want you for? Well, because I want you and I want a family. I want kids; it's time. And I don't want those kids to be influenced by me the way I was influenced by my father. I don't mean my father deliberately influenced me. He never did. He never even wanted me in the family business. He wanted me to be a professional, a doctor, something like that. But I changed his mind and I became part of the family. I had to fight because I love and admire my father. I never knew a man more worthy of respect. He was a good husband and a good father and a good friend to people who were not so fortunate in life. There's another side to him, but that's not relevant to me as his son. Anyway I don't want that to happen to my kids. I want them to be influenced by you. I want them to grow up to be All-American kids, real All-American, the whole works. Maybe they or their grandchildren will go into politics. Michael grinned. "Maybe one of them will be President of the United States." When the history course at Dartmouth we did some background on all the Presidents and they had fathers and grandfathers who were lucky they didn't get hanged. But I'll settle for my kids being doctors or musicians or teachers. They'll never be in the family business. By the time they are that old I'll be retired anyway. And you and I will be part of some country club crowd, the good simple life of well-to-do Americans. How does that strike you for a proposition?"

"Marvelous," Kay said. "But you sort of skipped over the widow part."

"There's not much chance of that. I just mentioned it to give a fair presentation," Michael patted his nose with the handkerchief.

"I can't believe it. I can't believe you're a man like that, you're just not," Kay said. Her face had a bewildered look. "I just don't understand the whole thing, how it could possibly be."

"Well, I'm not giving any more explanations," Michael said gently. "You know, you don't have to think about any of this stuff; it has nothing to do with you really, or with our life together if we get married."

Kay shook her head. "How can you want to marry me, how can you hint that you love me, you never say the word but you just now

BOOK VII • 365

said you loved your father, you never said you loved me, how could you if you distrust me so much you can't tell me about the most important things in your life? How can you want to have a wife you can't trust? Your father trusts your mother, I know that."

"Sure," Michael said. "But that doesn't mean he tells her everything. And, you know, he has reason to trust her. Not because they got married and she's his wife. But she bore him four children in times when it was not that safe to bear children. She nursed and guarded him when people shot him. She believed in him. He was always there for her. She's been there for me for years. After you do that maybe I'll tell you a few things you really don't want to hear."

"Will we have to live in the mall?" Kay asked.

Michael nodded. "We'll have our own house, it won't be so bad. My parents don't mind. Our lives will be our own. But until everything gets straightened out, I have to live in the mall."

"Because it's dangerous for you to live outside it," Kay said.

For the first time since she had come to know him, she saw Michael angry. It was cold chilling anger that was not externalized in any gesture or change in voice. It was a coldness that came off him like death and like hell. It was a coldness that would make her decide not to marry him if she so desired.

"The trouble is all that damn trash in the movies and the newspapers," Michael said. "You've got the wrong idea of my father and the Corleone Family. I'll make a final explanation and this one will be really final. My father is a businessman trying to provide for his wife and children and those friends he might need someday in a time of trouble. He doesn't accept the rules of the society we live in because those rules would have condemned him to a life not suitable to a man like himself, a man of extraordinary grace and character. What you have to understand is that he considers himself the equal of all those great men like Presidents and Prime Ministers and Supreme Court Justices and Governors of the States. He refuses to answer to anyone over his own. He refuses to live by rules set up by others, rules which condemn him to a defeated life. But his ultimate aim is to enter that society with a certain power since society doesn't really protect its members who do not have their own individual power. In the meantime he operates on a code of ethics he considers far superior to the legal structures of society."

Kay was looking at him incredulously. "But that's ridiculous," she said. "What if everybody felt the same way? How could society ever

↑
This scene outlines
nearly the rest of
the book.

↑
this will
live in
THE MALL.

↑
THE
COLDNESS

↑
THE
ENTIRE
CLUE
OF
THE
BOOK

Francis Coppola's Notebook (Godfather)





Distillation is at the very heart of all effective communication.

Tiago Forte

Highlight 2.0

Progressive Summarization

Capture
Notes



Bold
Passages



Highlight
Passages



Executive
Summary

Highlighting 2.0: The Progressive Summarization Technique

Progressive Summarization is the technique I teach to distill notes down to their most important points. It is a simple process of taking the raw notes you've captured and organized and distilling them into usable material that can directly inform a current project. Progressive Summarization takes advantage of a tool and a habit that we are all intimately familiar with—highlighting—while leveraging the unique capabilities of technology to make those highlights far more useful than anything you did in school. The technique is simple: you highlight the main points of a note, and then highlight the main points of those highlights, and so on, distilling the essence of a note in several “layers.” Each of these layers uses a different kind of formatting so you can easily tell them apart.

Forte, Tiago. Building a Second Brain (p. 120). Profile. Kindle Edition.

Highlighting 2.0: The Progressive Summarization Technique

Progressive Summarization is **the technique I teach to distill notes down to their most important points**. It is a simple process of taking the raw notes you've captured and organized and **distilling them into usable material that can directly inform a current project**. Progressive Summarization takes advantage of a tool and a habit that **we are all intimately familiar with-highlighting**—while leveraging the unique capabilities of technology to make those highlights far more useful than anything you did in school. **The technique is simple: you highlight the main points of a note, and then highlight the main points of those highlights, and so on, distilling the essence of a note in several “layers.”** Each of these layers uses a different kind of formatting so you can easily tell them apart.

Forte, Tiago. Building a Second Brain (p. 120). Profile. Kindle Edition.

Highlighting 2.0: The Progressive Summarization Technique

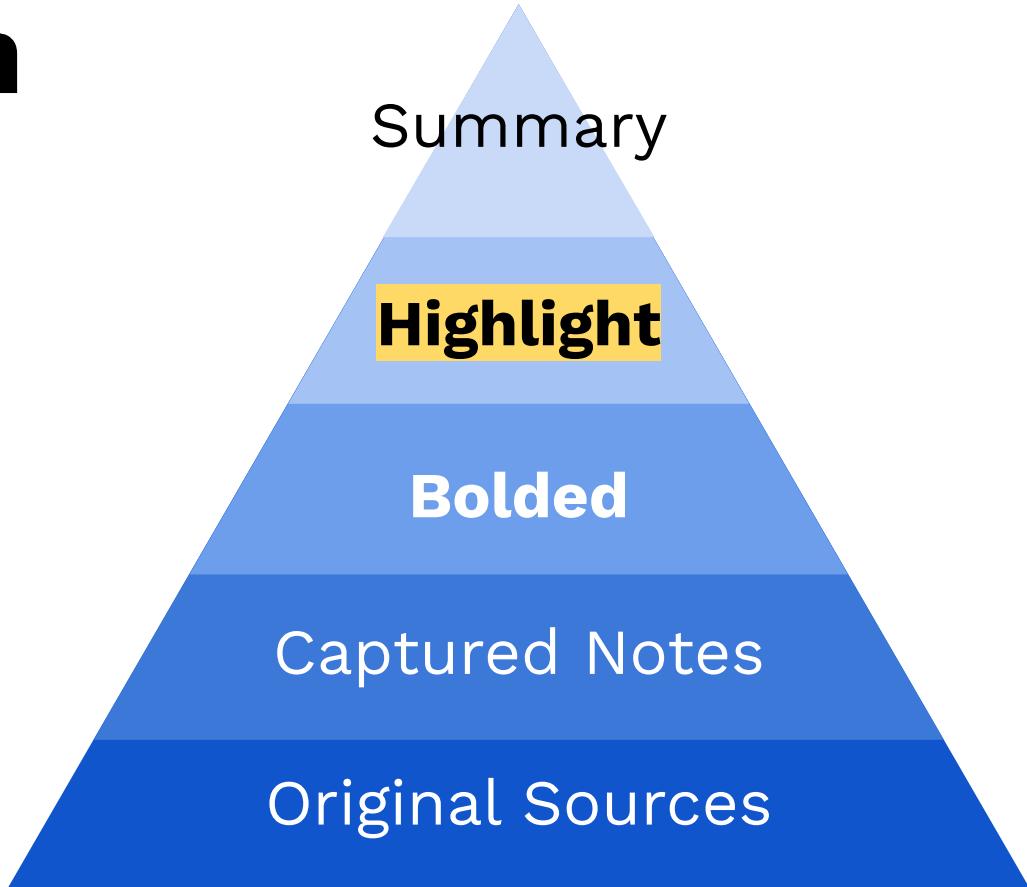
Progressive Summarization is **the technique I teach to distill notes down to their most important points**. It is a simple process of taking the raw notes you've captured and organized and **distilling them into usable material that can directly inform a current project**. Progressive Summarization takes advantage of a tool and a habit that **we are all intimately familiar with-highlighting**—while leveraging the unique capabilities of technology to make those highlights far more useful than anything you did in school. **The technique is simple: you highlight the main points of a note, and then highlight the main points of those highlights, and so on, distilling the essence of a note in several “layers.”** Each of these layers uses a different kind of formatting so you can easily tell them apart.

Forte, Tiago. Building a Second Brain (p. 120). Profile. Kindle Edition.

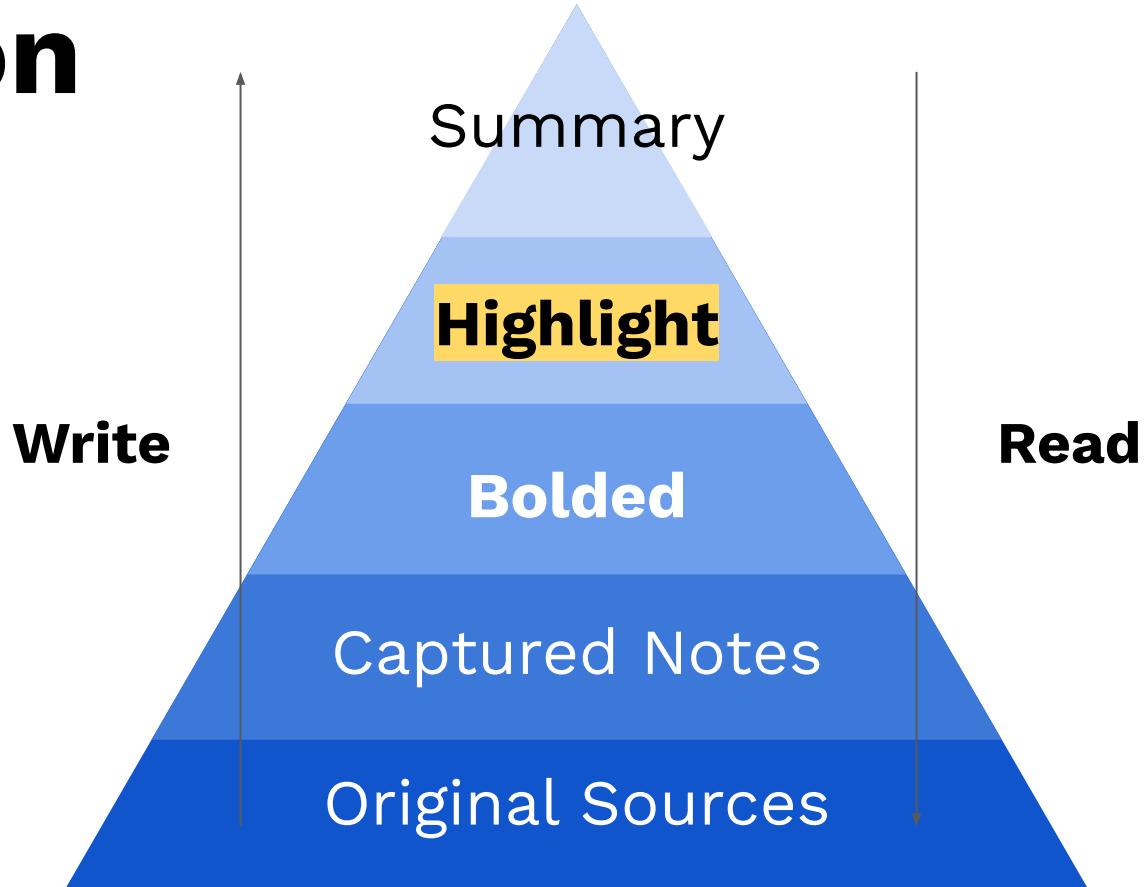
Summary:

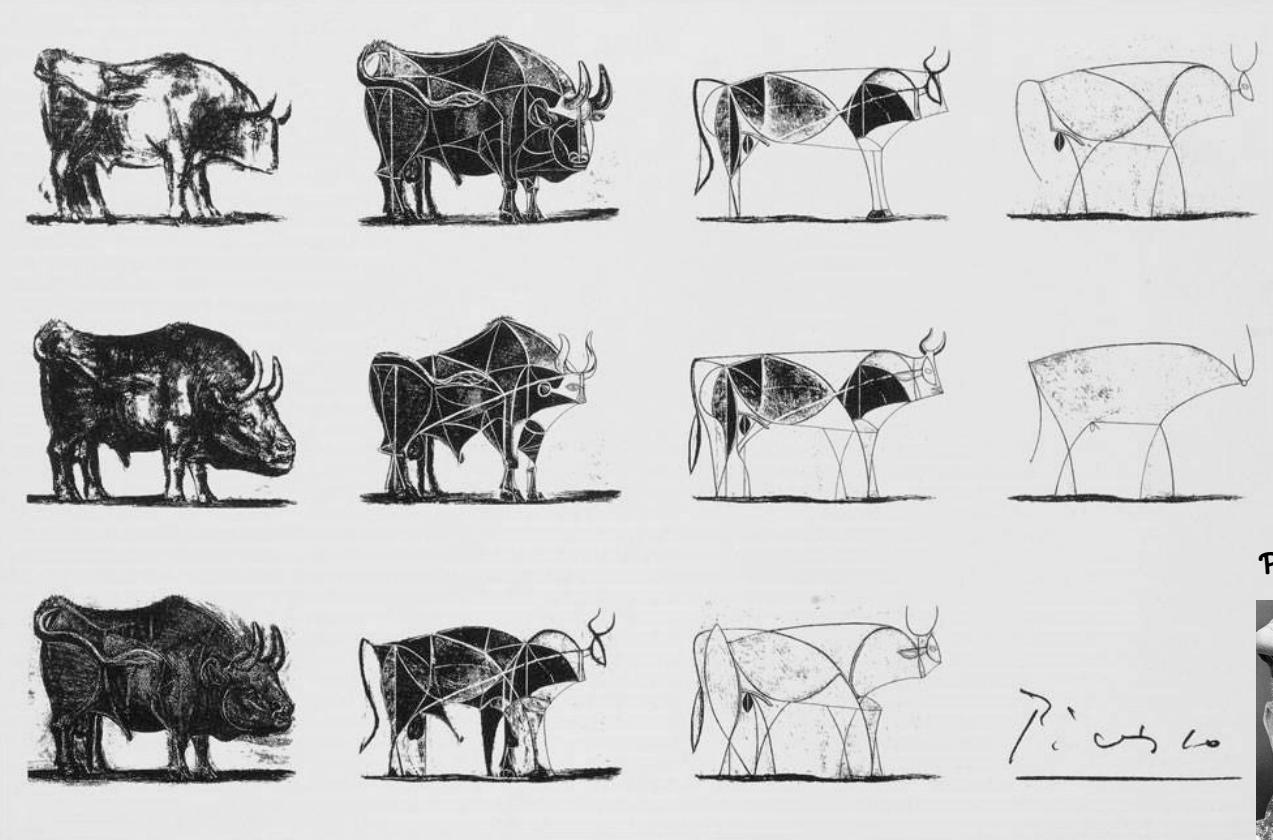
- Progressive summarization distill information into layers
 - First, bold text
 - Then, highlight
 - Then, write a summary
- Important points can be used in our current projects

Information Hierarchy



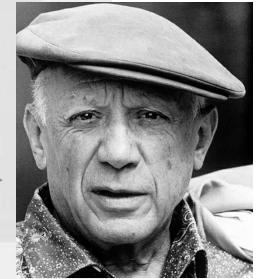
Information Hierarchy

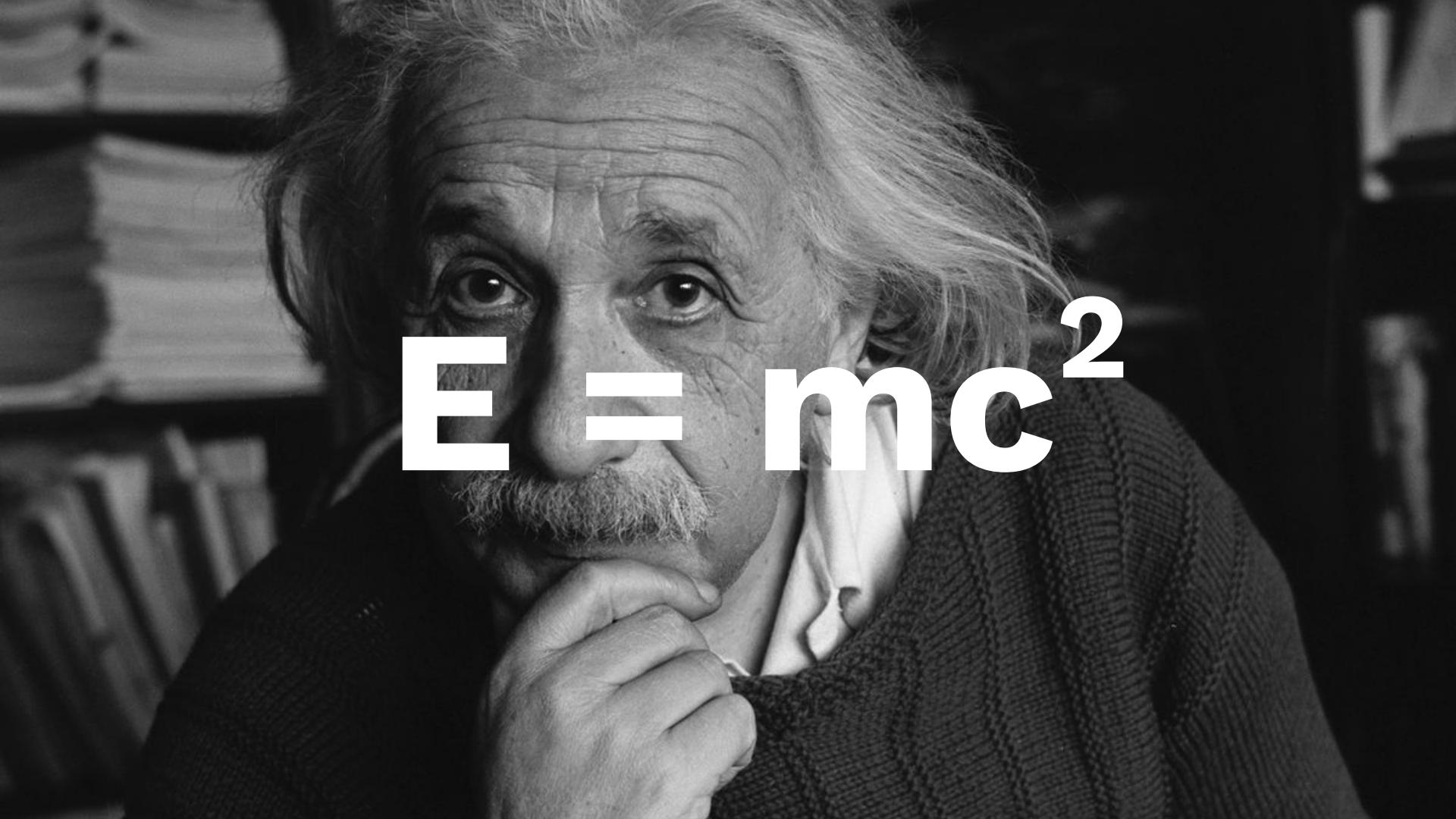




Pablo Picasso

Picasso



A black and white close-up photograph of Albert Einstein. He has his characteristic wild, grey hair and a well-groomed, bushy grey beard and mustache. His eyes are looking directly at the camera with a thoughtful expression. His right hand is resting against his chin, with his fingers tucked under his chin and his thumb pointing upwards. He is wearing a dark, ribbed sweater. The background is slightly blurred, showing what appears to be a stack of papers or books.

$E = mc^2$



Express

Show your work



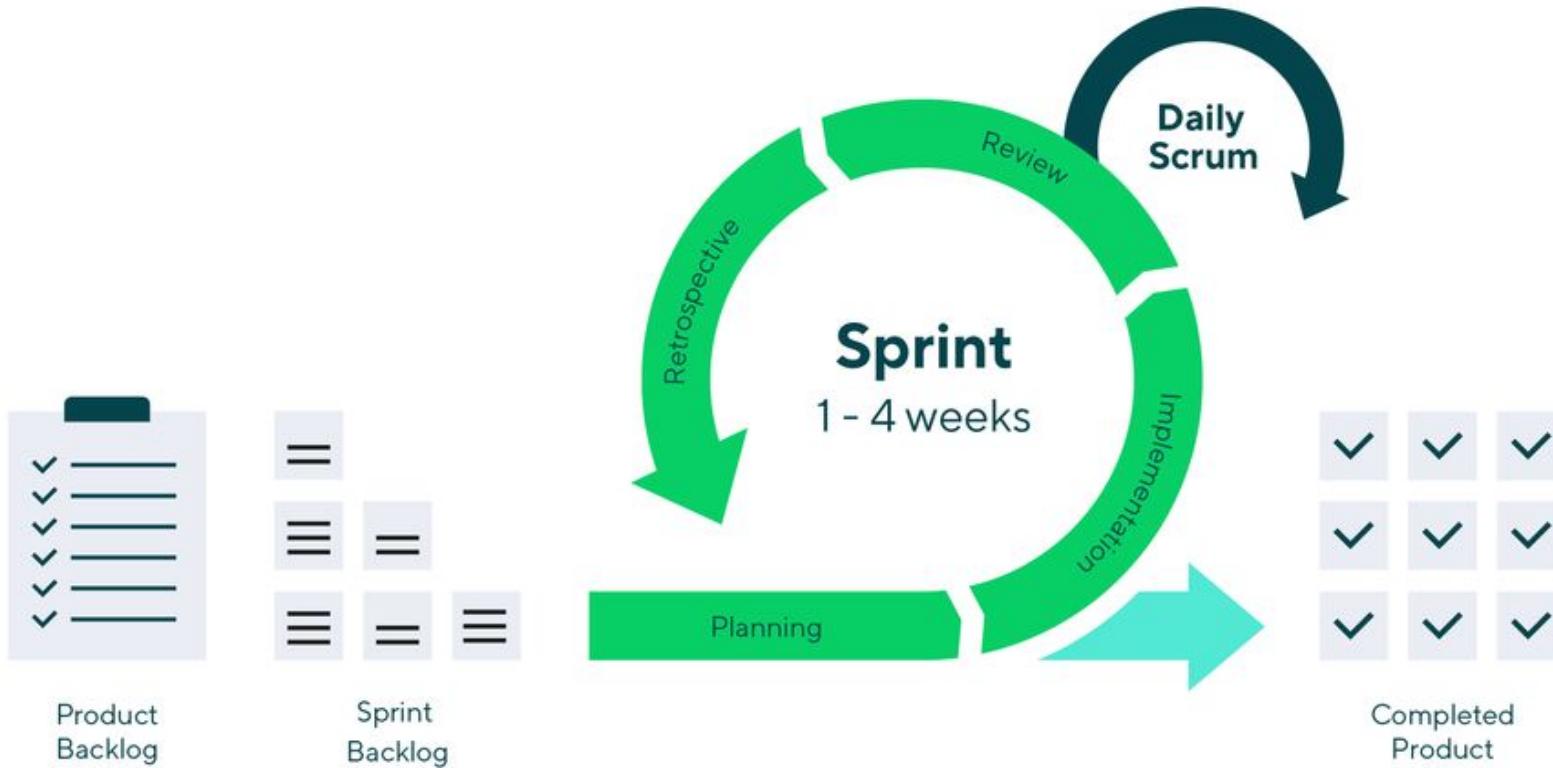
Intermediate Packets:

The Power of Thinking Small

- Modules
- Betas
- Sketches
- Pilots
- Prototypes
- Concept Cars
- Demos



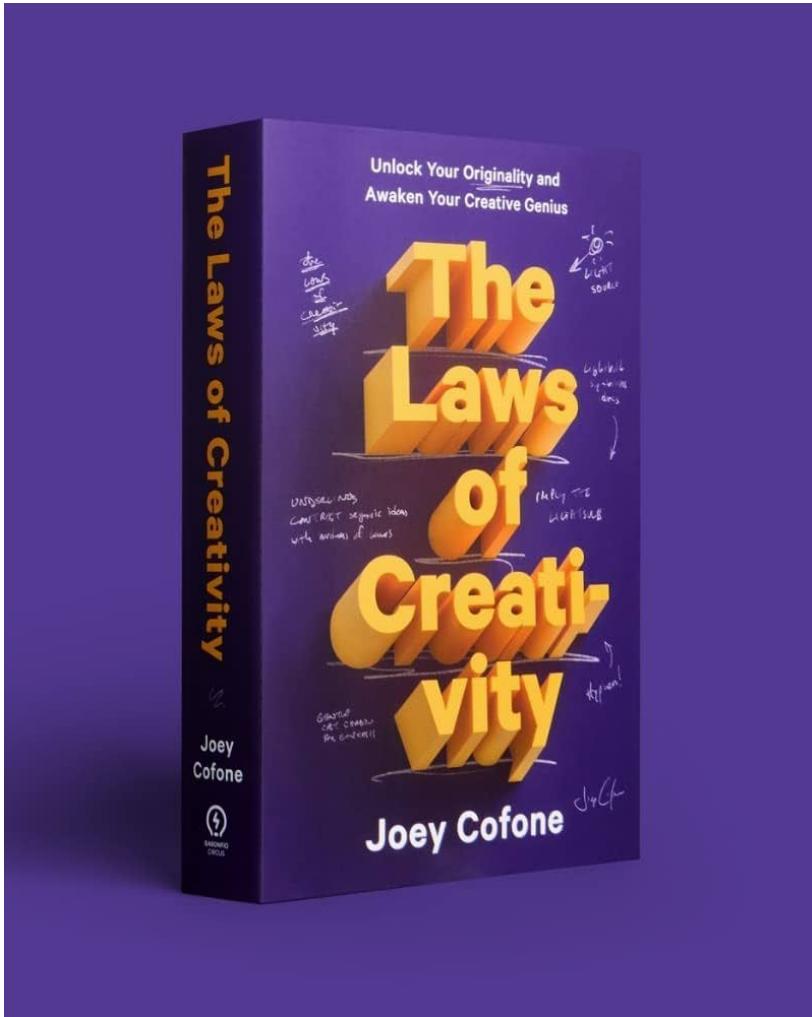
Intermediate packets are small pieces of work-in-process. They are concrete, individual building blocks that make up your work.





Over time your ability to quickly tap these creative assets and **combine them** into something new will make all the difference.

Tiaqo Forte





You have to believe that the smallest idea has the potential to change people's lives.

Tiago Forte

สวัสดีจ้า

วันนี้เราจะสอนทำ
Linear Regression

ต่อไปนี้เป็นการ excel ง่ายๆเที่ยง 5 ขั้นตอน

<http://www.facebook.com/latirrockie/>

ขั้นตอนที่ 1

เข้าไปที่ตัวช่วยทางสถิติกัน
แล้วซื้อ Analysis ToolPak
ให้ไป File > Options > Add-ins
เลือกตามนี้ เมื่อกด OK!

<http://www.facebook.com/latirrockie/>

ขั้นตอนที่ 2

ตอนนี้เราเรียบร้อย Linear Regression เมื่อ
เสร็จสมบูรณ์ให้พิมพ์ลงใน excel
ไม่แนบมาด้วย ก็ได้
Total Sales - f (Labour, Price)

<http://www.facebook.com/latirrockie/>

ขั้นตอนที่ 3

กลับไปที่ Data แล้วเลือก Data Analysis
แล้วจะเห็น Data Analysis
เลือก Regression เมื่อกด OK!

<http://www.facebook.com/latirrockie/>

ขั้นตอนที่ 4

กลับไปที่ Worksheet ใหม่ปั๊บจะได้รับ ตารางนี้เมื่อกด OK จะแสดงผลลัพธ์
<http://www.facebook.com/latirrockie/>

ขั้นตอนที่ 5

Excel จะหักห้ามและคำนวณให้เราตามที่ต้องการแล้วก็จะ
มีผลลัพธ์ดังนี้

1) Adjusted R Square
2) F statistics
3) Coefficients and P-value

<http://www.facebook.com/latirrockie/>

อ่านผลลัพธ์นะ

ตัวแรก ก็คือ Adjusted R Square
ค่า F คือ F ในการ ANOVA
ค่า F ของตัวนี้จะต้องมากกว่า ค่า F12 ให้ p value < 0.05 และต้องตั้งค่าตัวแปรตัว X ของตัวนี้จะต้องมีผลต่อตัวแปรตัว Y ของตัวนี้ ตัวอย่างเช่น ตัวแปรตัว X ต้องมีผลต่อตัวแปรตัว Y ของตัวนี้ ตัวอย่างเช่น ตัวแปรตัว Labour ต้องมีผลต่อตัวแปรตัว Sales แต่ตัวแปรตัว Price ไม่มีผลต่อตัวแปรตัว Sales ค่า R square คือ 0.845 หรือ 84.5%

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อ่านผลลัพธ์นะ

ตัวที่สอง ก็คือ F ในการ ANOVA
ค่า F ของตัวนี้จะต้องมากกว่า ค่า F12 ให้ p value < 0.05 และต้องตั้งค่าตัวแปรตัว X ของตัวนี้จะต้องมีผลต่อตัวแปรตัว Y ของตัวนี้ ตัวอย่างเช่น ตัวแปรตัว Labour ต้องมีผลต่อตัวแปรตัว Sales แต่ตัวแปรตัว Price ไม่มีผลต่อตัวแปรตัว Sales ค่า R square คือ 0.845 หรือ 84.5%

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อ่านผลลัพธ์นะ

ตัวที่สามคือ ค่าสัมประสิทธิ์ (Regression Coefficients)
ค่า B คือ Coefficient ที่มีผลต่อตัวแปร Regression คือ Total Sales = 181.024 + (2749 * Labour) + (-132.552 * Price)
ค่า B คือ Coefficient ที่มีผลต่อตัวแปร Regression คือ Labour = 2.749 และตัวแปร Labour ต้องมีผลต่อตัวแปร Sales แต่ตัวแปร Price ไม่มีผลต่อตัวแปร Sales
ค่า B คือ Coefficient ที่มีผลต่อตัวแปร Regression คือ Price = -132.552 และตัวแปร Price ต้องมีผลต่อตัวแปร Sales แต่ตัวแปร Labour ไม่มีผลต่อตัวแปร Sales

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อ่านผลลัพธ์นะ

ค่าสัมประสิทธิ์ Coefficient ที่มีผลต่อตัวแปร Regression คือ Total Sales = 181.024 + (2749 * Labour) + (-132.552 * Price)
ค่าสัมประสิทธิ์ Labour = 200, Price = 0.50 ตามที่ตั้งค่า ตัว Sales ไม่ใช้ Total Sales = 181.024 + (2749 * 200) + (-132.552 * 0.50)
Total Sales = 302.30 ตัว!

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จบแล้ว!

Linear Regression
ใน excel ไม่ยากเลยใช่ป่าว
ขอบคุณที่อ่านจนจบ วันนี้ลาก่อนนะ!

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สอนทำ Linear Regression ด้วยโปรแกรม Excel

สอนรีบผล regression ง่ายๆเพียง 5 ขั้นตอนด้วยโปรแกรม Excel 😊

#ฟ้าไอล์ฟ ใจแข็งด้วยน้ำครั้น หวังว่าจะมีประโยชน์กับทุกคนนะครับ
#DataRockie

22 May 2016 · 3

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Real Life Examples

One Person Business

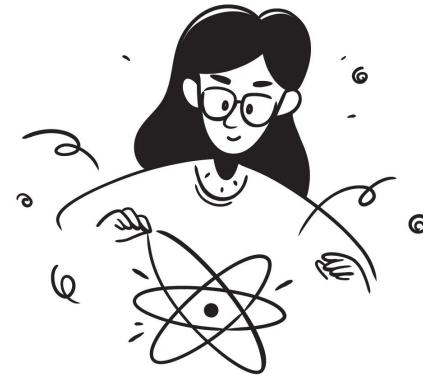


Find the problem



Learn to solve it

Capture
Organize
Distill



Productize

Express



Market and Sell





THE NO-CODE ENTREPRENEUR

BUILDING A ONE-PERSON BUSINESS IN PUBLIC.



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@heyeaslo

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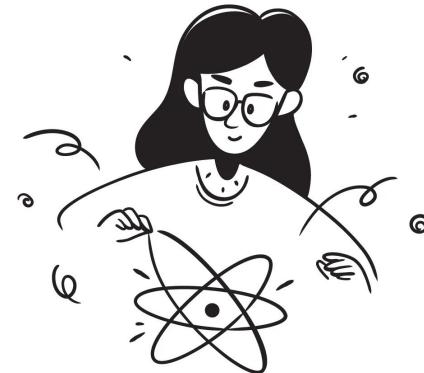
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**Find the
problem**



**Learn to
solve it**



Productize



**Market and
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LATEST — JAN 24, 2023

รู้จักกับ One-Person Business เท รนด์การทำงานใหม่ในโลก Digital

เรียนวิธีการสร้าง One-Person Business ด้วยโนเบลของ Dan Koe สร้างรายได้
1 ล้านบาทภายในสามปีด้วย Digital Business ที่ใครก็ทำได้

1 MIN READ · 3 COMMENTS

MORE ISSUES

Additional issues will be published soon.

<https://www.duckphilosophy.club/>

ABOUT**Duck Philosophy**

One Person Business Made Simple

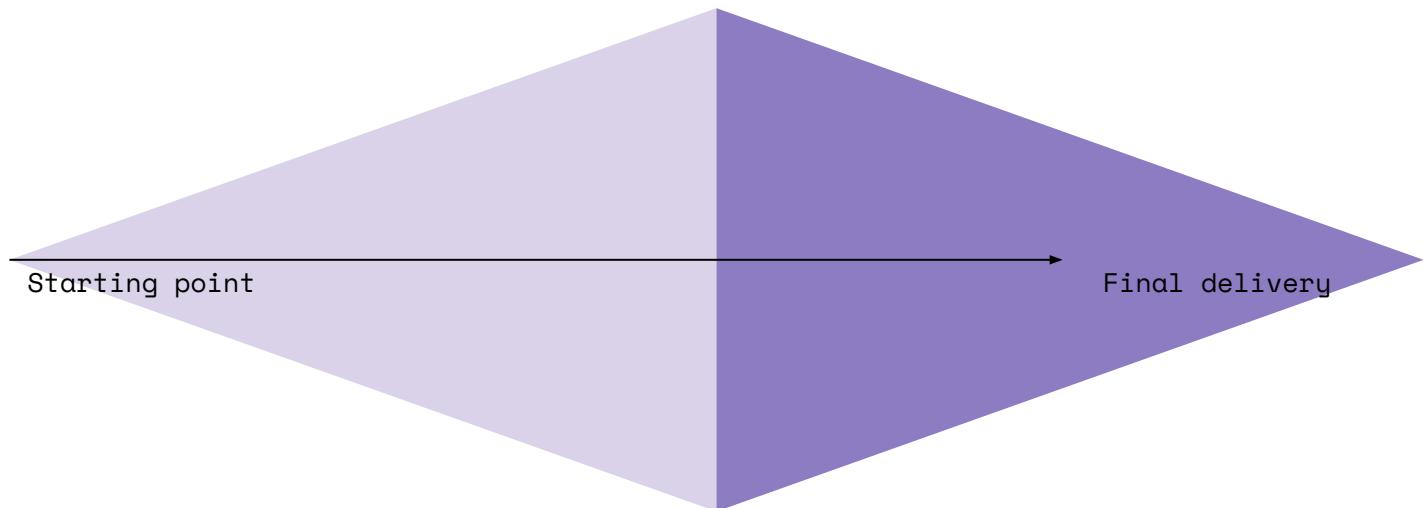
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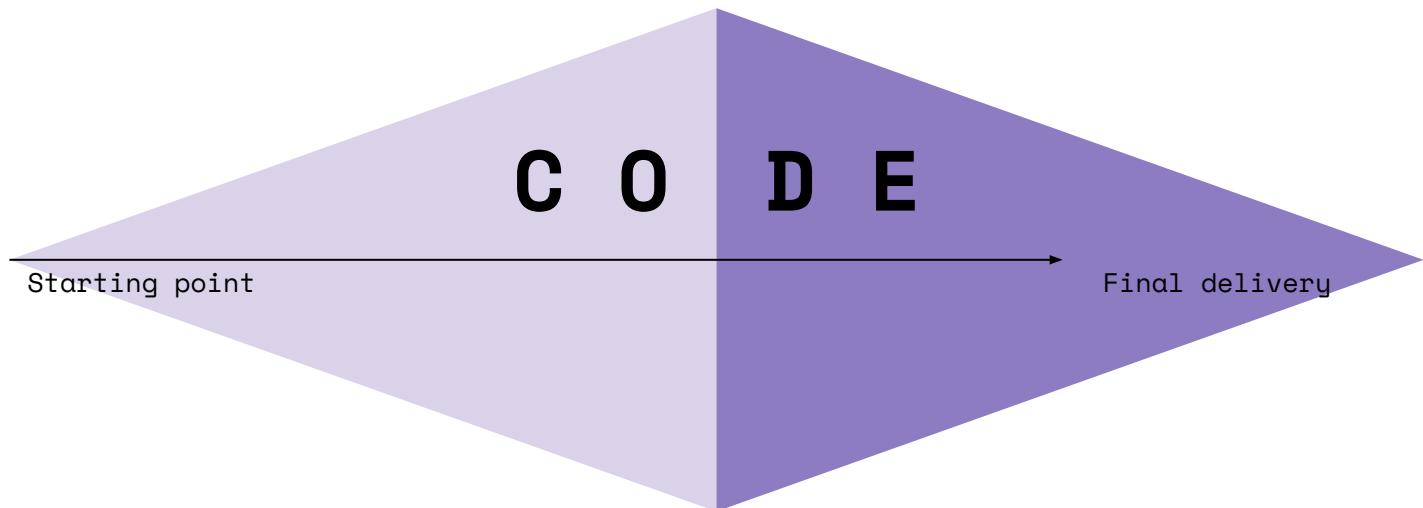
Divergence

Convergence



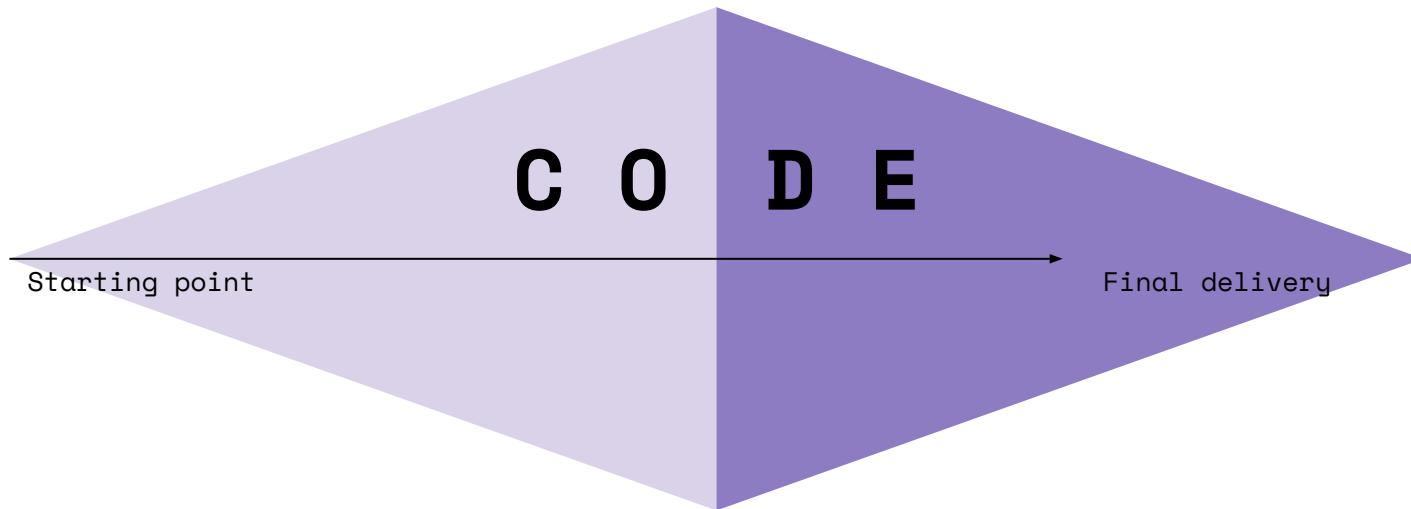
Divergence

Convergence

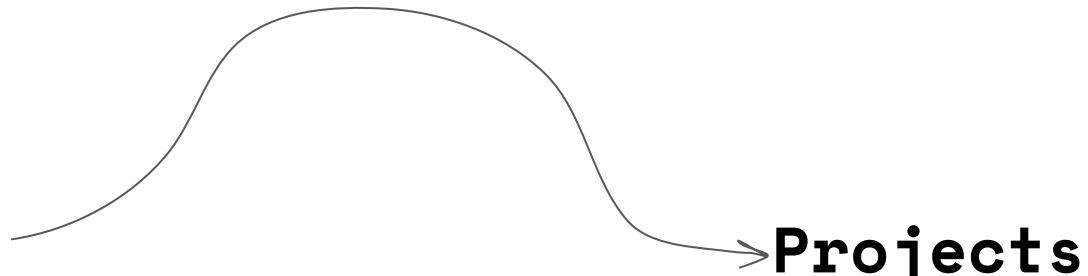


Explore

Exploit

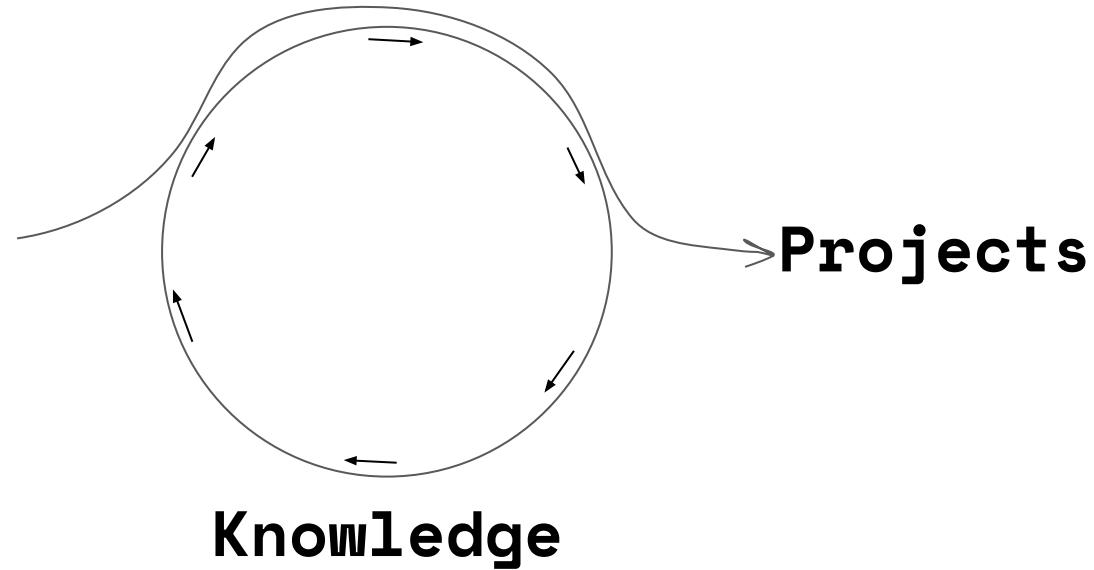


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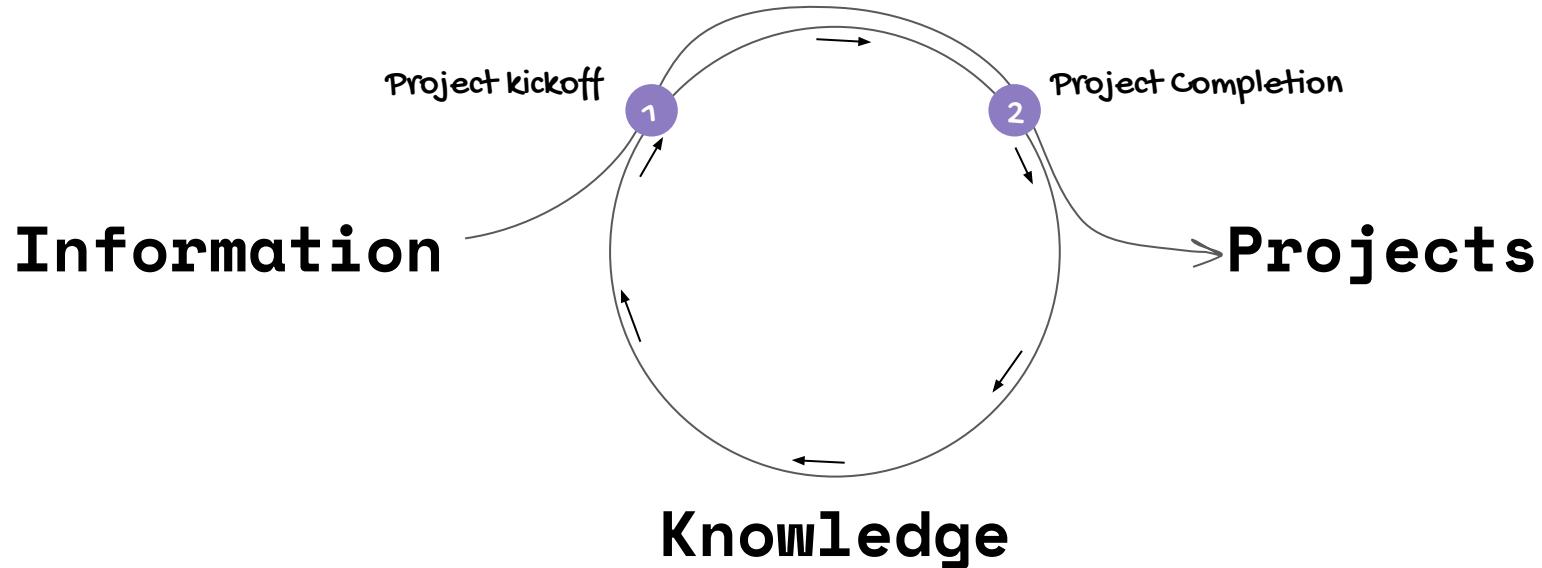
Projects

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Knowledge

Projects





DAN KOE

@thedankoe

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If you don't have ideas, read.

If you have ideas, but can't articulate them, write.

If you have ideas, and have the clarity to execute, build.

10:38 PM · Oct 25, 2022

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The Final Chapter

Organizing as Personal Growth

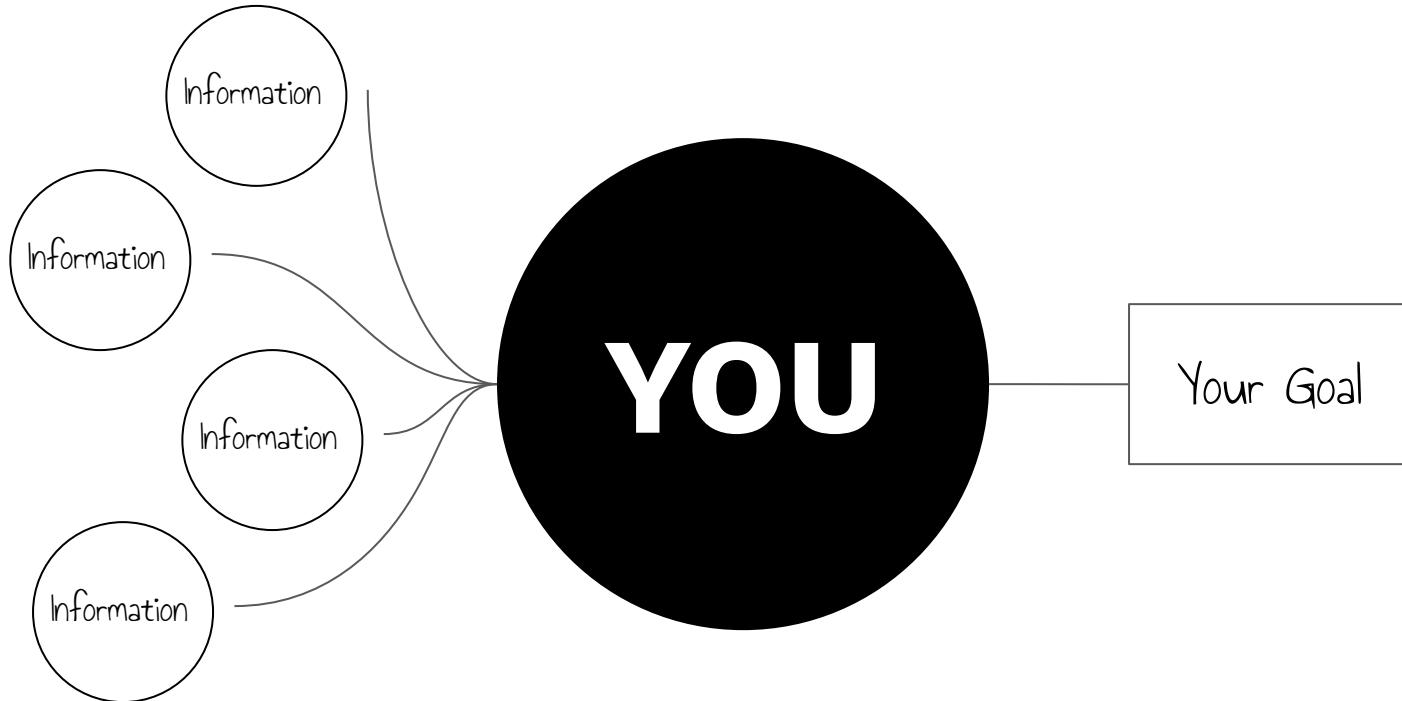


Getting organized is not about aesthetics or the way things look.

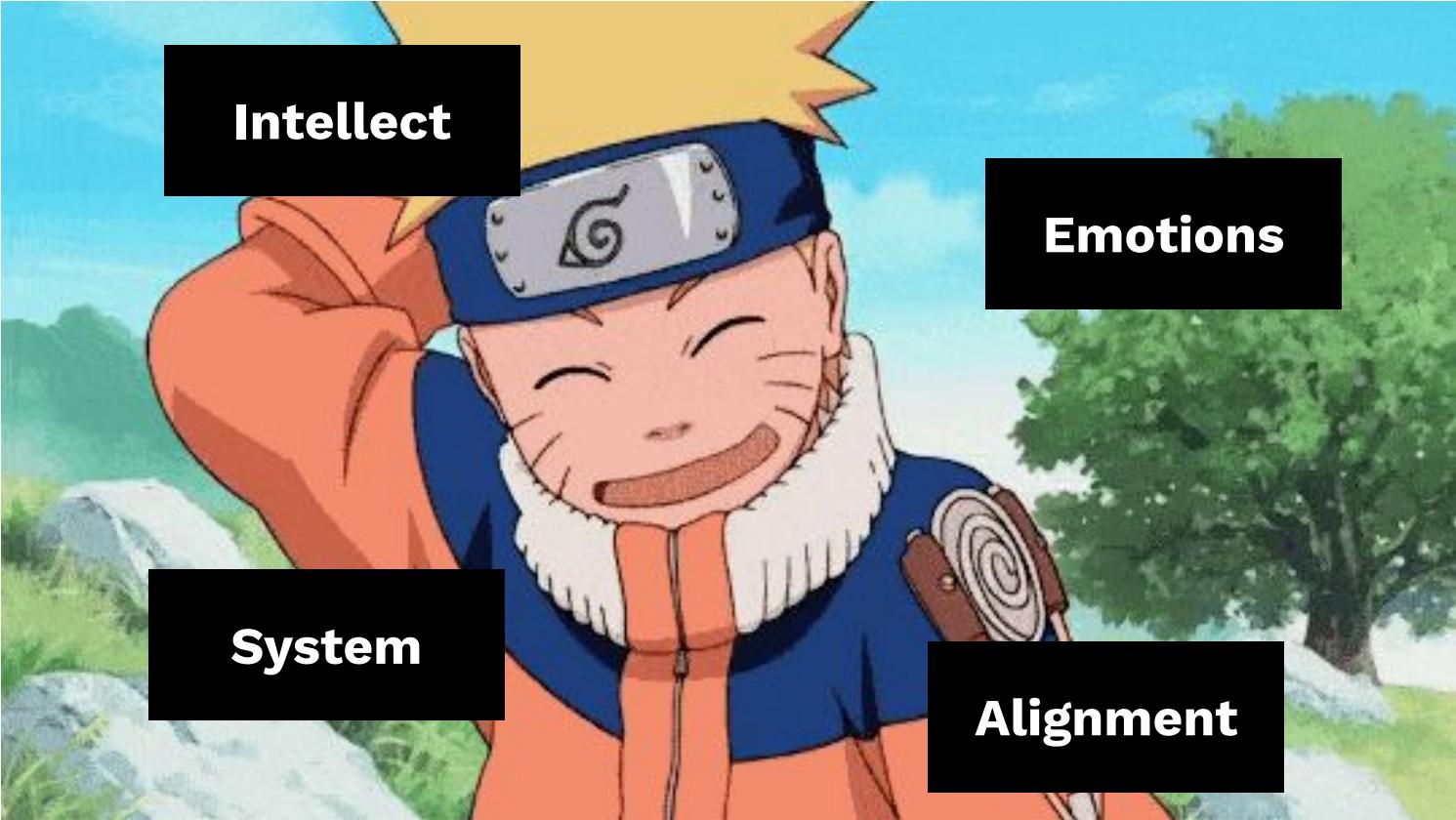
Getting organized is not about controlling your digital environment.

**Getting organized is about acquiring
POWER.**

**Everything you want depends on how
much power you have.**



Your ability to **draw power from every source available** to you
and direct it toward the outcomes you want.



Intellect

Emotions

System

Alignment

Become a
Wisdom Worker



Building A Second Brain

Remember Everything, Achieve Anything